

Position Description



Head of External Relations

Employment Type:	Full Time
Reports to:	Managing Director
Direct Reports:	External Relations Managers (5)
Location:	Brisbane

ABOUT THE GREAT BARRIER REEF FOUNDATION (GBRF)

The Great Barrier Reef is a global icon and an irreplaceable ecosystem. It holds significant cultural, environmental, and economic value to Australia and is home to thousands of species of marine life. Our Reef is facing increasing pressure from multiple threats, the most pressing being climate change. Without intervention, including a rapid upscaling of restoration and conservation actions, we are projected to lose 90% of coral reefs by 2050.

For over 20 years the Great Barrier Reef Foundation (GBRF) has served as the lead charity for the Reef, forging partnerships and investment across business, philanthropy, science, conservation, community, First Nations and government to design and deliver solutions that deliver a better future for coral reefs. Right now, the GBRF manages a portfolio (valued at \$800m) of over 400 projects involving more than 500 delivery partners.

ABOUT THE ROLE

The Head of External Relations is a key member of the GBRF Executive team, responsible for developing and managing strategies, relationships and opportunities that grow the GBRF's brand, reputation and network and secure the resources, partners and funding required to realise the ambitions of the 2030 Strategy and Project Portfolio.

Leveraging the Foundation's positioning and track record, this role will drive the strategic development and execution of an ambitious, global communications and fundraising program. It will act as both an enabler and amplifier of reef protection activities and play a critical role in instilling hope in the minds of Australians when thinking about the future of the Great Barrier Reef.

The Head of External Relations leads two teams: communications and engagement, fundraising and partnerships and is responsible for driving a collaborative and high-performance culture within this team and fostering meaningful collaborations across the organisation and partner network.

The successful candidate will be a proven not-for-profit professional, with the personality and skills to provide leadership in the areas of fundraising, relationship building, advocacy and storytelling to advance the vision and strategic priorities of the Foundation.

KEY RESPONSIBILITY AREAS:

Strategy & Operational Planning/Delivery

- To lead the development and implementation of an integrated communications, engagement and fundraising strategy to position the GBRF as a leading and trusted environmental charity.

Position Description



- To develop a consistent and compelling narrative across all GBRF activities and external touchpoints, engaging the team to expand the GBRF's brand awareness, reputation and reach amongst current and potential stakeholders and partners.
- As a member of the Executive Team, participate fully in the collective responsibility of delivering on organisational objectives, including through the engagement and collaborative effort of employees at all levels in the organisation.
- Be a role model for effective and positive leadership which is inclusive, ethical, results driven and future oriented.
- Contribute to the development, implementation, and achievement of the Strategic and Operational Plans and assume responsibility to performance indicators and targets relating to the External Relations unit.
- Bring thought leadership to the role to drive a continuous improvement philosophy and best practice business environment for the Foundation.
- Manage relationships, contracts, compliance and issues with the partners, donors and suppliers.

Governance, Risk & Compliance, Quality Management (Policies/Procedures)

- To advise the Managing Director, Executive Team, Board and Committees on key communication, fundraising and public affairs issues as required.
- To plan and oversee the team's budget and report on performance against revenue targets.
- To ensure the integrity and compliance of the GBRF's communications and fundraising activities with all statutory, regulatory, management, taxation and funding obligations, and respond to recommendations made as a result of internal, external and ad hoc audit processes.
- To contribute to the GBRF's development and management of governance and risk management policies and processes.
- In partnership with the Head of Corporate Services, undertake and be responsible for the development and implementation of appropriate fundraising policies and practices including the collection and management of PCI and other private information and data.

Operational Excellence: (Systems, Processes, Operational & Administration Duties)

Fundraising and partnerships

- Lead, develop, implement, and maintain a Fundraising Strategy, consisting of multiple giving programs across global gift markets, cultivating successful relationships to secure philanthropic gifts and corporate partnerships in pursuit of the vision.
- Oversee the development and management of a rolling stewardship, reporting and engagement program, including relevant events, tailored communications and impact reports.
- Undertake personal management of key major benefactor and partner prospects, within Australia and internationally, to ensure that all such prospects are realised to their maximum potential and that these relationships are maintained and developed in the longer term.
- Drive productive collaborations and partnership across the organisation and its partner network to amplify GBRF's fundraising success.
- Ensure that robust infrastructure, processes, and systems are in place for managing information on current and prospective donors and partners, and for high quality budget and financial management.
- Contribute to domestic and international peer and industry forums and associations to ensure the fundraising and development activities of the GBRF are right sized and leading edge.

Position Description



- Participate in relevant Committees as directed by the Chair or Managing Director.

Communication and engagement

- Lead, develop, implement, and maintain communications and engagement strategies to foster collaboration, expand GBRF's position as a trusted and influential voice and brand and share stories of hope and action for the Reef.
- Establish a partnership framework and approach that cultivates external relations with key stakeholders, partners, communities, industries, and governments.
- Oversee the development of relationships and partnerships with creative agencies, media outlets and content partners.
- Supervise the handling of proactive and reactive communications (including media) for the organisation.
- Drive productive collaborations and partnership across the organisation and its partner network to deliver the GBRF's Advocacy strategy and objectives.
- In cooperation with the Executive Team, drive innovative, engaging, and authentic internal communications.
- Be flexible and prepared to assist others or take on new tasks and responsibilities as required.

People & Performance Management

- Play a leadership role in creating and maintaining a positive organisational culture and an engaged External Relations team.
- Develop a team of specialists who drive continued improvements and actively engage relationships to foster and grow the base of supporters, partners, followers and the overall income.
- Monitor the allocation and direct the priorities within the External Relations unit to ensure achievement of the deliverables and targets articulated in relevant plans.
- Manage, mentor and support the learning and development of team members.
- Promote the vision, mission and values of the GBRF and ensure External Relations employees are aware of, adhere to and promote the vision, mission and values, and comply with policies and procedures.
- Lead and cultivate workplace practices and behaviours that promote, support and maintain a safe, healthy, equitable, diverse and respectful workplace.
- Contribute to a positive culture and model the Foundation's values.

SKILLS AND EXPERIENCE

1. Relevant tertiary qualifications
2. Extensive experience in strategy development and managing a multi-gift marketing fundraising program, with successful achievement of meeting targets and setting strategic priorities, or an equivalent combination of higher-level education/training and relevant significant expertise.
3. Proven experience and success across all disciplines of marketing (brand and reputation, strategy, content creation, social media, communications, issues management).
4. In depth understanding of the Australian not for profit environment, philanthropy and its application to charities and Foundations or the ability to rapidly acquire such understanding.
5. Experience in managing and driving collaborations across a diverse partner/stakeholder landscape.
6. Excellent interpersonal, verbal and written communication skills. Excellent interpersonal, verbal and written communication skills, with demonstrated experience building effective

Position Description



working relationships, including being able to consult, negotiate and liaise effectively with a diverse range of people and to prepare high level reports to Executives and external parties.

7. Strong analytical skills and experience interpreting data to inform strategy.
8. Highly developed organisational skills with the capacity to successfully manage several programs concurrently with competing priorities and deadlines.
9. Demonstrated ability to engage and inspire work groups, to help form agile and high performing teams.
10. An ability to manage a multitude of complex tasks and projects simultaneously.
11. Attention to detail.